

UNITED STATES OF AMERICA
BEFORE THE DEPARTMENTAL APPEALS BOARD
CIVIL REMEDIES DIVISION
DEPARTMENT OF HEALTH AND HUMAN SERVICES

In the Case of:

Center for Tobacco Products,

Complainant,

v.

R.M. Mays Oil Co.

d/b/a Mays Mart

Respondent.

**ADMINISTRATIVE COMPLAINT
FOR CIVIL MONEY PENALTIES**

FDA Docket No. FDA-2013-H-0455
CRD Docket No. C-13-615

INTRODUCTION

1. The Center for Tobacco Products (CTP), Food and Drug Administration (FDA), United States Department of Health and Human Services, seeks a civil money penalty (CMP) in the amount of \$500 from R.M. Mays Oil Co. d/b/a Mays Mart (Respondent) for violating the Federal Food, Drug, and Cosmetic Act (Act). Most recently during a two-part inspection of the establishment conducted on December 4 and 7, 2012, FDA-commissioned inspectors documented a violation for selling tobacco products to a minor, in violation of 21 C.F.R. § 1140.14(a). Specifically, a person younger than 18 years of age was able to purchase a package of Red Seal Long Cut Wintergreen smokeless tobacco on December 4, 2012, at approximately 4:37 PM CT. Details regarding the case history are included in Paragraphs 8 - 12 below.

2. Respondent owns an establishment that sells tobacco products, which does business under the name Mays Mart, located at 116 South Washington Avenue, Walnut Grove, MO 65770.

LEGAL AUTHORITY

3. FDA has the authority to seek civil money penalties from any person who violates a requirement of the Act related to tobacco products. 21 U.S.C. § 333(f)(9).
4. The Act prohibits the misbranding of a tobacco product while such product is held for sale after shipment of the product or its components in interstate commerce. 21 U.S.C. § 331(k).
5. A tobacco product is deemed to be misbranded if it is sold or distributed in violation of regulations issued under Section 906(d) of the Act (21 U.S.C. § 387f(d)). 21 U.S.C. § 387c(a)(7)(B); 21 C.F.R. § 1140.1(b).
6. The regulations at 21 C.F.R. Part 1140 were issued under Section 906(d) of the Act (21 U.S.C. § 387f(d)). Therefore, selling or distributing a tobacco product in violation of these regulations causes that tobacco product to be misbranded.
7. FDA has documented multiple violations of 21 C.F.R. Part 1140 at Respondent's establishment, as detailed below.

CASE HISTORY

8. FDA-commissioned inspectors have completed inspections of Respondent's establishment three times in a twenty-four month period. The inspectors documented violations during all of the inspections.
9. Previously, on August 16, 2012, CTP initiated a civil money penalty action, Docket number FDA-2012-H-0752, against R.M. Mays Oil Co. d/b/a Mays Mart

for violations of 21 C.F.R. Part 1140. That Complaint listed a violation documented during an inspection conducted on February 27 and March 16, 2012, for selling tobacco products to a minor, in violation of 21 C.F.R. § 1140.14(a). Specifically, a person younger than 18 years of age was able to purchase a package of Pall Mall Red cigarettes on March 16, 2012, at approximately 5:09 PM CT.

10. The action described in the preceding paragraph concluded with R.M. Mays Oil Co. d/b/a Mays Mart paying the penalty and the court closing the case on October 4, 2012.
11. Previously, on October 6, 2011, CTP issued a Warning Letter to Mays Mart. The Warning Letter stated that an FDA-commissioned inspector observed violations at the establishment on July 20, 2011, including:
 - a. Sale of cigarettes or smokeless tobacco to a person younger than 18 years of age, in violation of 21 C.F.R. § 1140.14(a); and
 - b. Failure to verify by means of photographic identification, containing the bearer's date of birth, that no person purchasing cigarettes or smokeless tobacco is younger than 18 years of age, as required by 21 C.F.R. § 1140.14(b)(1).

The Warning Letter stated that failure to correct the violations may result in a civil money penalty action, or other regulatory action by FDA. It also stated that it was the responsibility of Mays Mart to ensure compliance with the law, and that the letter was not intended as an exhaustive list of violations.

12. In an undated letter, Robert Mays responded to the Warning Letter on behalf of Respondent. The letter was received by CTP on November 11, 2011. Mr. Mays stated that he discussed the violations with the employees who were working on the date of the sale. Mr. Mays further stated that is not the establishment's intention to sell tobacco products to minors, and that employees are instructed to check the identification of any customer who "even looks borderline young." CTP responded to Robert Mays by letter dated January 27, 2012, acknowledging receipt of the establishment's response and reminding Mays Mart of its continuing obligation to be in compliance with the Act and its implementing regulations.

PROPOSED PENALTY

13. Retailers who have violated regulations promulgated under section 906(d) of the Act (21 U.S.C. § 387f(d)) may incur a civil money penalty up to the amounts provided in the following table:

Number of Violations	Civil Money Penalty
1	\$0.00 w/ warning letter
2 within a 12 month period	\$250
3 within a 24 month period	\$500
4 within a 24 month period	\$2,000
5 within a 36 month period	\$5,000
6 within a 48 month period	\$10,000

See 21 C.F.R. § 17.2; *Guidance for FDA and Tobacco Retailers, Civil Money Penalties and No-Tobacco-Sale Orders for Tobacco Retailers*, November 2012

(available at

<http://www.fda.gov/downloads/TobaccoProducts/GuidanceComplianceRegulatoryInformation/UCM252955.pdf>).

14. CTP requests that a civil money penalty in the amount of \$500 be assessed against Respondent for three violations of 21 C.F.R. Part 1140 within a twenty-four month period.

OPTIONS FOR RESPONDING TO COMPLAINT

15. Respondent must take one of the following three actions within the time listed below:
 - a. Acknowledge that the violations occurred and pay the penalty: To pay the penalty, Respondent should follow the instructions detailed in the cover letter. The signed Acknowledgment Form must be received by CTP within 15 days after service of the Complaint. Following receipt of the signed Acknowledgment Form, CTP will contact the Respondent to provide the payment instructions. Respondent should not send any payments to CTP before receiving the specific payment instructions from CTP.
 - b. File an Answer: Respondent has the right to request a hearing by filing an Answer within 30 days after service of the Complaint. The Answer shall be deemed to be a request for a hearing, unless the Answer states otherwise. The failure to file an Answer within 30 days after service of the Complaint may

result in the imposition of the proposed civil money penalty. 21 C.F.R.

§ 17.11. Instructions for filing an Answer are listed in Paragraph 18. After filing an Answer, Respondent may choose to participate in discussions with FDA to try to reach a settlement.

- c. Request an Extension: Respondent has the right to request an extension of time to file an Answer, for good cause. This request must be made within 30 days after service of the Complaint. Instructions for filing for an extension are listed in Paragraphs 21 and 22.
16. Respondent has the right, but is not required, to retain counsel for representation.

INSTRUCTIONS FOR FILING AN ANSWER TO REQUEST A HEARING

17. Rules for drafting and filing the Answer can be found at 21 C.F.R. § 17.9.
18. If filing an Answer, the Answer:
- a. Must be filed with the Departmental Appeals Board, Civil Remedies Division, 330 Independence Ave., S.W., Cohen Building, Room G-644 (MS 6132), ATTN: FDA CMP, Washington, D.C. 20201. The Answer must include both the FDA Docket Number and CRD Docket Number which are found at the top of this document.
 - b. Must include the following:
 - i. Admission or denial of each of the allegations of liability found in this Complaint, including specifically the allegations in Paragraphs 1 – 2 and 9 - 12. Allegations not specifically denied in the Answer will be considered admitted;

- ii. All defenses on which Respondent intends to rely;
 - iii. All reasons (if any) why Respondent contends that the penalty should be less than the amount stated in Paragraph 14. Examples include: any retailer training program you have, any state penalty you paid for this alleged violation, or reasons you are unable to pay the penalty; and
 - iv. The name, address, and telephone number of Respondent's counsel (if any). Other contact information, such as e-mail address, may be included.
- c. May also include the following:
- i. Information (if any) regarding penalties paid to a State for the same violation(s) charged in this Complaint. FDA will consider this information for purposes of determining a civil money penalty.
Guidance for FDA and Tobacco Retailers, Civil Money Penalties and No-Tobacco-Sale Orders for Tobacco Retailers, November 2012.
 - ii. A request for an informal Settlement Conference to discuss reducing the penalty amount owed. Such a request must be filed as a part of the Answer, and is not an alternative to filing a complete Answer. If an informal Settlement Conference results in an agreed payment of a reduced penalty and written acknowledgment by the Respondent that the violations occurred, a hearing would no longer be necessary.

19. If, after the Answer is filed, Respondent needs to change the Answer, Respondent can do so by filing a motion with the Departmental Appeals Board, Civil Remedies Division, 330 Independence Ave., S.W., Cohen Building, Room G-644 (MS 6132), ATTN: FDA CMP, Washington, D.C. 20201. 21 C.F.R. § 17.9(d). The motion must include both the FDA Docket Number and CRD Docket Number which can be found at the top of this document.
20. The failure to file an Answer or make full payment within 30 days after service of the Complaint may result in the imposition of the proposed civil money penalty. 21 C.F.R. § 17.11.

INSTRUCTIONS FOR FILING A REQUEST FOR AN EXTENSION

21. Within 30 days after service of the Complaint, Respondent may request an extension of time to file an Answer. 21 C.F.R. § 17.9(c).
22. The request for an extension should be filed with the Departmental Appeals Board, Civil Remedies Division, 330 Independence Ave., S.W., Cohen Building, Room G-644 (MS 6132), ATTN: FDA CMP, Washington, D.C. 20201. The request must include both the FDA Docket Number and CRD Docket Number.
23. The Administrative Law Judge may grant Respondent up to 30 additional days to file an Answer, if good cause is shown. 21 C.F.R. § 17.9(c).

REQUEST FOR RELIEF

24. CTP respectfully requests that an order assessing a civil money penalty against Respondent in the amount of \$500 be entered.

DATED: April 17, 2013

Respectfully submitted,

/s/

Paige H. Taylor

Attorney for Complainant

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